

MAY
10

COUNTY OF SAN DIEGO
WATERFRONT PARK

2014

GRAND OPENING



UNDERWRITING OPPORTUNITIES

The San Diego County Board of Supervisors invites you to be a part of history by joining us as a sponsor of the Waterfront Park opening event. This is a one-of-a-kind opportunity for your organization to get further involved with the community, with the added value of promotion to tens of thousands of community members from throughout our region. The participation of our sponsors will be recognized in multiple ways and is deeply appreciated.

The dedication of the County Administration Center in 1938 drew a crowd of over 25,000, and we are building on this rich history of community involvement in the planning of this grand scale civic event. Your sponsorship will allow us to implement 18 zones of activities for a fun-filled day of entertainment, recreation, and civic pride.

We very much appreciate your ongoing contributions to making our region the amazing place we call home. We look forward to you joining us on May 10, 2014.

ABOUT THE EVENT

The park fulfills a vision decades in the making and will be a destination for residents and visitors.

The Waterfront Park grand opening will feature a variety of activities and is unique in many ways:

- Activities will be free to the public and for all ages to participate
- A celebration of the region's diverse arts and culture
- Thousands of visitors throughout the day
- Together we are creating a historic and memorable day for the region

WATERFRONT PARK FEATURES

- 1-6 Civic Green
- 7-8 West Terrace
- 9-10 Promenade
- 11 Grass Garden
- 12 Mediterranean Garden
- 13 Tropical Garden
- 14 Family Area (playground)
- 15 West Plaza
- 16 East Plaza
- 17 Picnic Areas



BOARD OF SUPERVISORS

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UNDERWRITER LEVELS

Jewel Level – \$50,000

Naming rights for one of the featured zones
Logo in print and online ads
Logo on commemorative events map
Logo on Facebook and Twitter page
Logo on email blasts (30,000 subscribers)
Logo and link on event website home page
Logo placement on press releases
Premium placement for signage during event

Roosevelt Level – \$20,000

Naming rights to items within one of the zones
(example: an ancillary stage)
Logo on commemorative events map
Logo on Facebook and Twitter page
Logo on email blasts (30,000 subscribers)
Logo placement on print ads
Logo and link on event website home page
Semi-premium placement for signage during event

Promenade Level – \$10,000

Listing in print ads and online
Listing on commemorative events map
Listing on Facebook and Twitter page
Listing on email blasts (30,000 subscribers)
Listing placement on print ads
Logo and link on event website home page
Banner placement in park

Harbor Level – \$4,500

Listing on commemorative events map
Listing on Facebook and Twitter page
Listing on email blasts (30,000 subscribers)
Listing and link on event website home page
Banner placement in park

Garden Level – \$1,500

Listing on commemorative events map
Listing on event website home page
Listing on email blasts (30,000 subscribers)

WATERFRONT PARK ZONES

Featured Event Zone

The Featured Event Zone will showcase opening and closing ceremonies, ribbon-cutting ceremony, featured speakers, live entertainment and performances throughout the entire day. The main stage will be a focal point for the grand opening, where families can grab a bite to eat at the near-by food truck pavilion, relax on the lawn, and enjoy local entertainment.

Sports Zone

The Sports Zone will be a must-visit attraction for everyone attending the grand opening event, with a wide variety of activities for children, teens, and adults alike. This zone will contain a range of interactive sports activities, including local sport celebrity sightings, signings, and shows. In addition, pick-up games and sports demonstrations will be set up to draw a large crowd all day long.

Kid Zone

Designed to be a crowd pleaser and a day of family-fun, the Kid Zone will feature obstacle courses, bouncy houses, games, and activities for children of all ages to take part. From sticky Velcro walls, to bungee runs and ranger-led activities, this zone will offer a unique recreation opportunity for families all day long. Entertainment in the zone will include magic shows, acrobatic performances, and other family friendly entertainment.

Playground Zone

The Playground Zone will offer families an area for play and creativity. This zone has a built-in playground for the little ones to play around on, and will feature a kid's arts and crafts booth, face painting, and live animals. Here kids can make Mother's Day extra special by crafting something just for her, while families can relax and take in the scenic gardens that surrounds this part of the park. Also included in the area will be a photo booth for taking a commemorative family photo.

The Beer & Wine Garden

Raise a glass to the grand opening of the Waterfront Park. The Beer and Wine Garden will bring together the best of San Diego's breweries and wineries to celebrate our world-class craft beer and boutique wine industries. Visitors to the zone will receive samples of beers brewed specifically for the event and small-batch specialty wines. With multiple breweries and wineries, and a variety of musical performances to entertain the 21 and over crowd, the waterfront beer and wine garden will be a must visit stop in the grand opening event.

Arts and Culture Zone

The Arts and Culture Zone will display the rich and diverse culture of the region through various artists and exhibits, musical talent, and an assortment of performances. The Arts and Culture Zone will be prominently positioned to draw attention and attendees directly to the middle of the park.

History Zone

The History Zone will feature a wide array of historical displays that tell the story of the County Administration Center as well as the region. The collections will be prominently placed inside the County Administration Center, and expanded outside to the front of the building onto the central walkways. The location of the displays will be a central corridor used by all visitors, serving as an opportunity to learn more about our heritage.

Sponsorship contributions should be made payable to the "San Diego County Parks Society" (tax ID 93-3655610), with "Waterfront Park Event" in the comment line, and mailed to: San Diego County Parks Society, P.O. BOX 957, BONITA, CA 91908-0957. San Diego County Parks Society is a 501(c)3 partner to the County of San Diego Department of Parks and Recreation. For questions or additional information regarding sponsorship opportunities, please contact Cheryl Wegner at 858-966-1335 or Cheryl.Wegner@sdcounty.ca.gov.

Beginning in 1902 civic leaders crossed many hurdles before construction could begin on the County of San Diego's Administration Center. This building's legacy began in 1938 with its dedication by President Franklin Delano Roosevelt. The County Administration Center stands as a testament to the strength, vitality, diversity, livability and beauty of this region. The original grounds featured birds of paradise, cherry trees and palm trees and even a Victory Garden during World War II.

